

South Park Stakeholders Group – DISI Committee Meeting
Wed, May 14, 2014, 8:30 AM
1333 S. Hope St, Los Angeles, CA 90015

Committee Members: Terri Toennies, Robin Bieker

Staff: Jessica Lall, Amanda Irvine, Anna Webb, Jessica Mandelbaum

Guests: Brandy Thigpen, Terry Rubinroit, Katrina Aceves, Jacky Jabourian, Bob Quarfoot, Carmen Zella, Dawn Davis, Apurva,

MINUTES:

Meeting called to order at 8:30am.

Item	Discussion	Action taken?
1. Public Comment/Introductions	No Public Comment. Introductions around the room.	No action taken
2. Presentation: Do Art Foundation	<p>Carmen Zella of Do Art Foundation: Do Art is an arts organization focused on the promotion and creation of work visible in the public landscape.</p> <p>City of LA is currently working on a Mural Ordinance; Art should be registered.</p> <p>Public art has become center pieces in some Districts. Art has proven to establish some Districts. In terms of BIDs, Art reflects diversity.</p> <p>Do Art Foundation has been working with developers in the area and have worked with artists around the world. The most important artists are here in Los Angeles.</p> <p>There is a 1% Public Art allocation paid by developers, on average 80% of those developers give their 1% to the Dept of Cultural Affairs because in most cases they don't want to deal with finding an artist.</p> <p>Jessica Lall: Tons of projects are to begin. There are endless opportunities and the Public Art dollars need to come back to the District.</p> <p>Carmen: We can work together to figure out creative ways to bring art into the SP District.</p> <p>Bob: Is it always 1%, and does the property get</p>	No action taken



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	<p>rebilled if there is a change in ownership?</p> <p>Jessica Lall: We will follow up in our next meeting.</p> <p>Terry Rubinroit: It would be nice to bring art into the construction sites in SP. Do we have any rights to tap into the Wilshire Grand Hotel?</p> <p>Jessica Lall: That hotel is not in our District.</p>	
3. Banner Program Update	<p>Jessica Lall: Along with AVANT We are moving forward with 36 banners. Displaying the banners beginning on Figueroa, Flower and Pico. 80% will be for the SP logo and the other 20% bottom portion of the banner will read AVANT. We are waiting for the final quote. We anticipate to have them up by June 1st.</p>	No action taken
4. Update on SPBID Branding Campaign	<p>Jessica Lall: The branding campaign really needs to focus around our business attraction program.</p> <p>We are moving forward with AEG Creative "South Park the place to be, the time is now."</p> <p>Theme must not over promise, we must be true of who we are.</p> <p>We will bring a draft to our July meeting, discuss and finalize after.</p>	No action taken
5. Review SPBID Real Estate Website & Demographic Info Sheet	<p>Jessica Mandelbaum: Will make the website more accessible of what's available in SP. It advertises all available vacant properties gathered from Co-Star.</p> <p>SP is 32 square blocks with so many up and coming developments. There is something for everyone in SP.</p> <p>Amanda: Presented snap shot brochure, showing what is going on in the District & who is here.</p> <p>Bob Quarfoot: Would like a copy of the snap shot brochure.</p> <p>Terry Rubinroit: How is the list of vacant properties going?</p>	No action taken



	<p>Jessica Lall: Putting together a list of how property owners can get their store fronts going with the right tenants.</p> <p>Amanda: Some properties may look vacant but are actually used for storage.</p>	
6. Updates a. Bisnow event, Friday May 16	<p>Jessica Mandelbaum: Bisnow-Incredible commercial real-estate networking group that brings big events nationwide.</p> <p>This event will be held at the J.W. Marriott. The focus will be on SP. We are encouraging people to come to the event. SP is co-hosting this event.</p> <p>Jessica Lall will be speaking at this Bisnow event, The Evolution of Downtown LA.</p>	No action taken
7. Other Business	<p>Tourism Board: How can we improve tourism in SP? Show your badge incentive: Participating restaurants/bars will give a small discount to patrons if they show their Convention Center event badge.</p> <p>Brandy Thigpen: The Kiosk has been very helpful to the public around the Convention Center with directing people to restaurant locations, ect.</p> <p>Jessica Lall: Convention Center resumes help us at the BID know what is going on at the Convention Center so that we at SP are better prepared to support tourist and make them feel comfortable in SP.</p> <p>Terri Toennies: The Kiosk at the Convention Center, are those manned by anyone?</p> <p>Brandy Thigpen: Only during registration for events.</p> <p>Jessica Mandelbaum: Does the Convention Center have any stickers/labels for the Show your Badge incentive to put up at participating restaurants?</p> <p>Brandy Thigpen: Yes, we do, but we have no way of enforcing it.</p> <p>Jessica Lall: We have a neighborhood map that we can update and add which businesses want to participate.</p> <p>Amanda: Vote Best of Downtown LA. SP would</p>	No action taken



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	certainly like to win this year. We encourage everyone to vote and spread the word among your networks. Voting deadline is May 30 th .	
8. Next Meeting: July 9, 2014, 8:30a		No action taken

Meeting adjourned at 9:40am

NEXT STEPS:

- **Jessica will:**
 - Find out if the 1% Public Art fee is charged over when properties are under new ownership.
- **Amanda will:**
 - N/A

Minutes taken by Anna Webb, staff.